

PRODUCT INFORMATION
SUPPLY SYSTEM

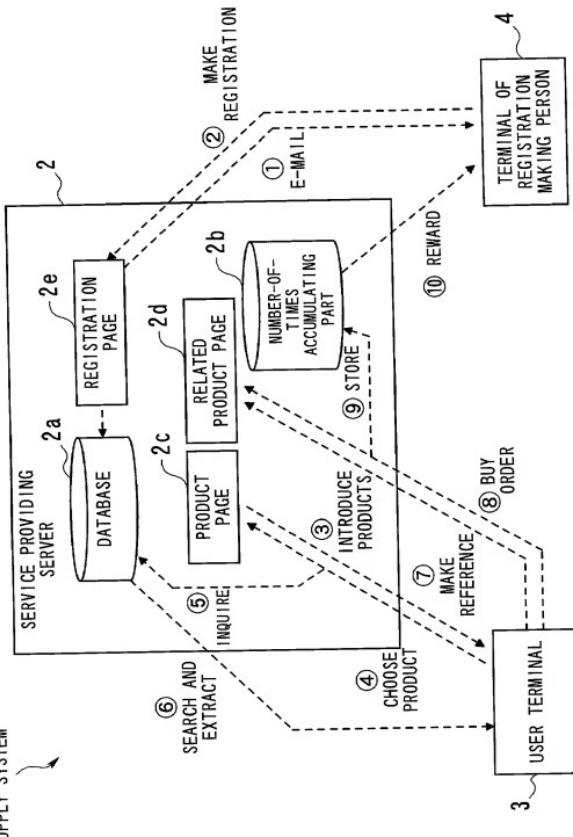


FIG. 1

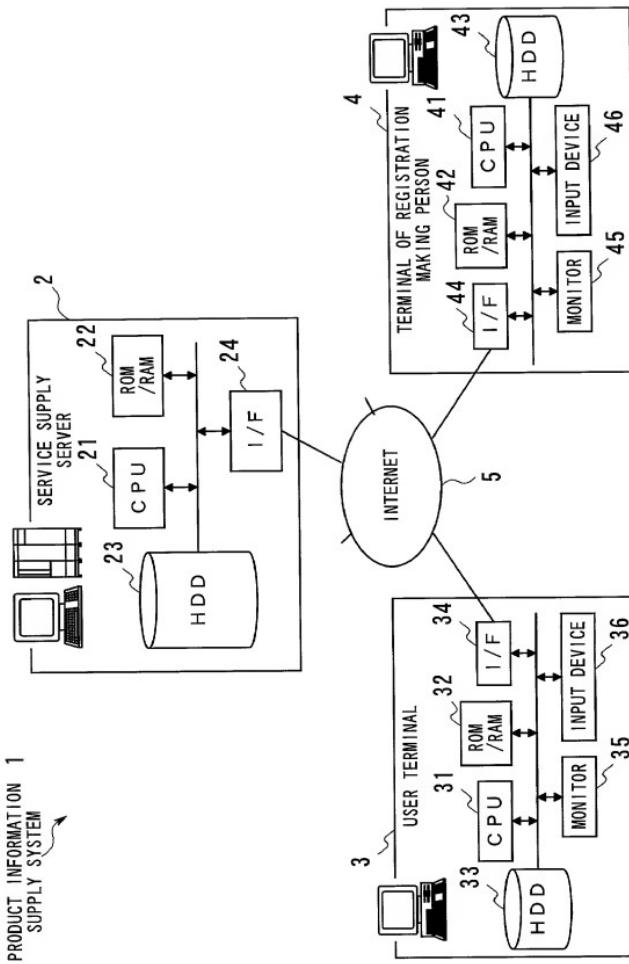


FIG. 2

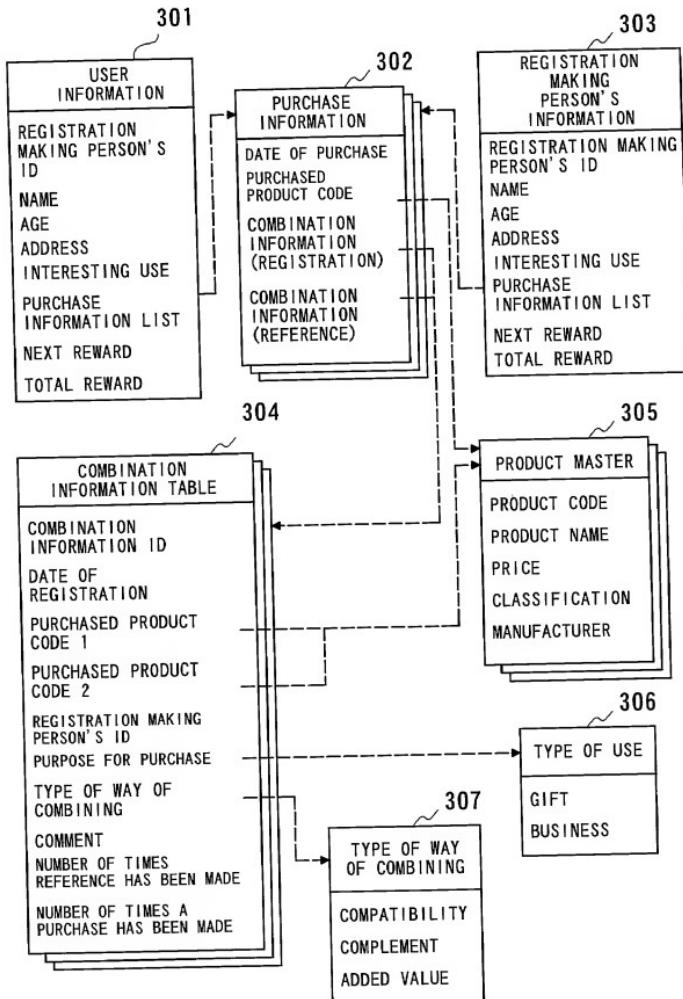


FIG. 3

400

401 ↙

Thank you for your purchase of personal computer "A".
If you know a product that is convenient in concurrent use,
please let us know.
If another customer purchases a product by referring to your
comment, we will give you a product discount coupon.

Product Classification <input type="text"/> ↗ 402	Product Name <input type="text"/> ↗ 402a	Type of Way of Combining <input type="text"/> ↗ 403	Sales Shop <input type="text"/> ↗ 404	404a ↗ 401
Use <input type="text"/> ↗ 405	405a	<input type="text"/> ↗ 406	406a	407 ↗
Comments (convenient in "what", useful to "what", and so on) <input type="text"/>				

FIG. 4

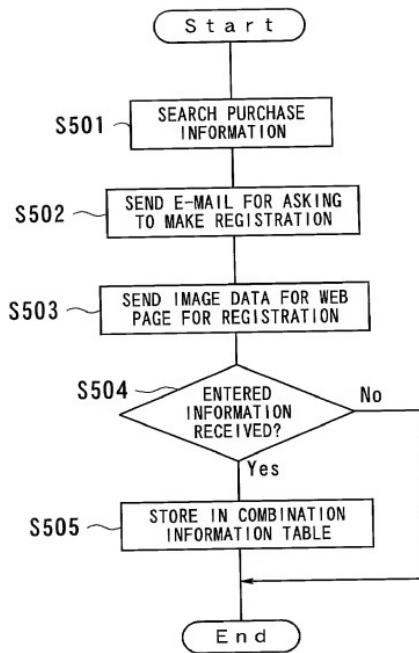


FIG. 5

FIG. 6

You may consider a purchase of personal computer "A".
There is a person who recommend simultaneously buying
the following products.

- * PC carry case "B" → Go to shop → 606
 - "just fit size" (compatible) ☆☆☆
 - 605 → to the details of recommendation information 602 → 604 → 603
 - "mobile use"
- * Network card "C" → Go to shop
 - "Portability is comparatively good" (compatible)
 - ☆☆ "network use"
 - ☆☆ "mobile use"
 - to the details of recommendation information
- * Virtual CD-ROM software package "D" → Go to shop
 - "convenient when removing CD-ROM drive" (complementary)
 - ☆☆ "mobile use"
 - to the details of recommendation information

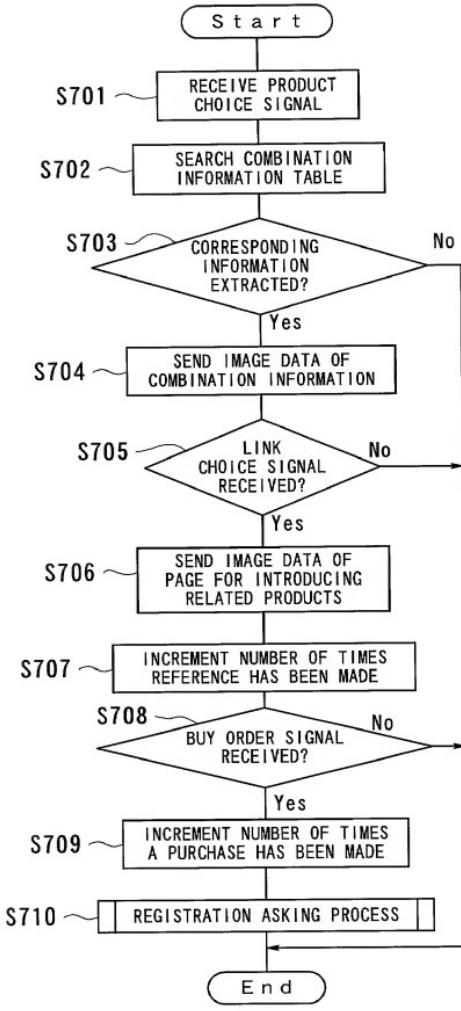
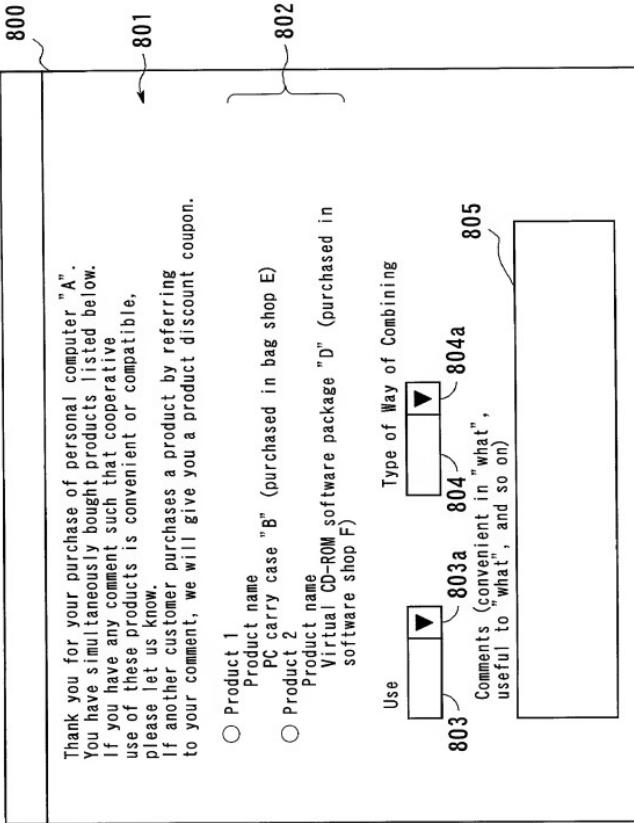


FIG. 7



901

TARGET-BASED MARKETING INFORMATION	
AGE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
PURPOSE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
TASTE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
etc.	

FIG. 9 (A)

902

PURCHASER INFORMATION
PROFILE OF PURCHASED PRODUCTS
LIST OF PRODUCTS (RECOMMENDED PRODUCTS) THAT WERE NOT PURCHASED
ATTRIBUTES OF PURCHASER
etc.

FIG. 9 (B)

903

PRODUCT DEVELOPMENT/ IMPROVEMENT INFORMATION
PRODUCTS THAT WERE NOT PURCHASED ALTHOUGH COMBINATIONS THEREWITH WERE RECOMMENDED
LIST OF ITEMS TO BE IMPROVED
LIST OF SALES CHANNELS
etc.

FIG. 9 (C)

MARKETING REPORT

We have analyzed information concerning a simultaneous purchase of notebook PC and PC carry case. Please use a set sales plan and product plan.

We have found that users of 20s and purchases of notebook PC "E" have a strong trend to choose "match in color/design" of the type of way of combining. For example, they comment "color is fit" or "design is good". The following combinations in terms of match in color/design" are of good repute:

- notebook PC "A" and carry case "B"
- notebook PC "E" and carry case "F"

Many users over 50s comment "light" or "easy to carry." The following combinations are of good repute:

- notebook PC "A" and carry case "B"

The age-based ratio of simultaneous purchase

• 10s	3 %
• 20s	1 0 %
• 30s	8 %
• 40s	3 %
• over 50s	2 %

FIG. 10